Wyoming's Strategic Prevention Framework State Incentive Grant

Community Strategic Planning Workbook



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Contacts for Questions or Help

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Workbook is Also Available Online: http://spfsig.preved.org/news.php

Strategic Planning Contributors

List the names of people in your community, the organizations they represent, and the contributions they made to the development of the strategic plan in Table 1 below.

Table 1. Strategic Planning Contributors

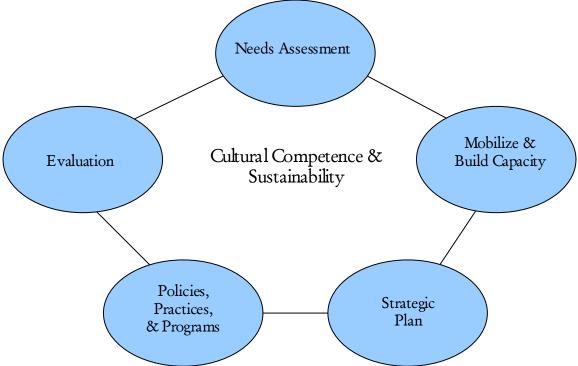
Name	Organization	Contribution
Jay Otto	Park County	Tec. Assistance

Introduction

Wyoming received the Strategic Prevention Framework State Incentive Grant (Prevention Framework) from the Federal Substance Abuse Mental Health Services Administration (SAMSHA) on September 30, 2004, along with 20 other states and territories.

The purpose of the project is to implement the five components of the SPF planning model at both state and community levels in Wyoming. The following diagram details this process (Center for Substance Abuse Prevention, 2005).

Figure 1. Five Steps of the Strategic Prevention Framework Process



At the state level, Wyoming has completed the needs assessment and funding allocation plan. Mobilization and capacity building take place throughout the project. Wyoming's needs assessment identified the targeted problem as the misuse of alcohol and its consequences, and Wyoming's allocation strategy funds all 23 counties and the Wind River Reservation as Prevention Framework (PF) community grantees.

Outcome-Based Prevention

The foundation of the PF process is the outcome-based prevention model (Lowther & Birckmayer, 2006).

Figure 2. PF Needs Assessment Logic Model



In this model a community details its substance-related consumption and consequence data, researches the causal areas that may impact these problems, and chooses evidencebased policies, practices, and programs to address the identified causal areas.

Purpose

The purpose of this workbook is to help PF funded communities go through the outcome-based prevention model. The current task is to develop a strategic plan. This means that grantees, and the community partnerships, must successfully select and implement evidence-based interventions. This workbook lays out the organizational structure of the Strategic Plan that is to be developed by each community. To be effective, you should not complete this workbook alone. Instead, you and your Community Advisory Council (CAC) should work together to complete this task.

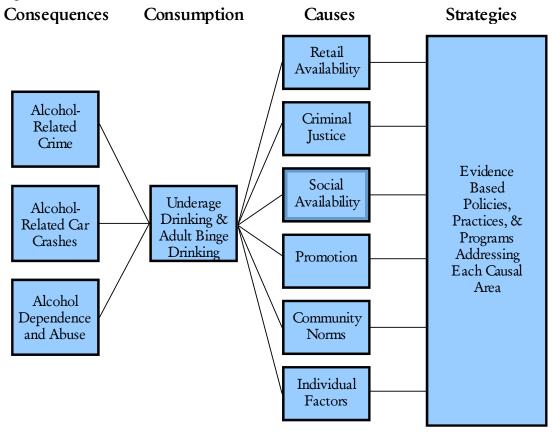
Keep in mind that Wyoming has already identified the targeted need for this project—the misuse of alcohol.

"Misuse of alcohol" means that:

- 1. The primary target for the PF is underage drinking, and adult binge drinking. Underage drinking refers to any use of alcohol by anyone under the age of 21, while adult binge drinking refers to those 18 years and older who have five of more drinks on any one occasion.
- 2. The secondary target for the PF is the most significant consequences of the misuse of alcohol in Wyoming: alcohol-related crime, alcohol-related motor vehicle crashes, and alcohol dependence and abuse.

Workbook Organization

Figure 3. Outcome-Based Prevention Model



Developing a comprehensive strategic plan at the community level requires a vision for organizing specific prevention programs, policies, and practices to address substance abuse problems locally. A well-developed strategic plan will increase the likeliness of a strategy being implemented effectively.

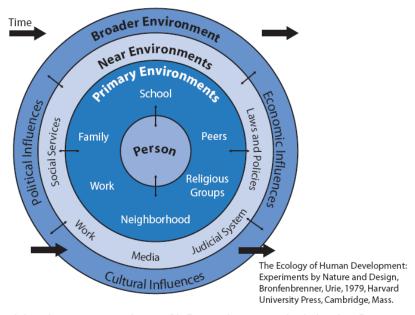
The deadline for submitting your Community Strategic Plan is August 31, 2007. Two copies of the Community Strategic Plan should be submitted, one by mail and one electronically to:

Lisa Laake, MPH, CHES
Wyoming Mental Health and Substance Abuse Services Division
6101 Yellowstone Road, Suite 220
Cheyenne, WY 82002
llaake@state.wy.us
(307) 777-3352

Human Environmental Framework

Figure 4 illustrates the Human Environmental Framework, which shows that interventions can start in many different areas and will affect more than one environment. Strategies that focus on multiple factors and conditions will contribute to a more comprehensive prevention plan.

Figure 4. Human Environmental Framework



This figure depicts social environments or spheres of influence in concentric circles that flare outward, moving progressively away from direct influence on the individual toward increasingly indirect influence, and advancing over time. A comprehensive intervention plan should identify a mix or layering of interventions that target salient risk and protective factors in multiple contexts across the life span.

Evidence-based Prevention

States are required to follow certain guidelines in the policies, practices, and programs it selects in the Prevention Framework project. Every strategy implemented by the Prevention Framework must be evidence-based. This means that 100% of all strategies must be evidence-based.

Under the Prevention Framework project, evidence-based is defined as follows:

- 1. Inclusion in a Federal List or Registry of evidence-based interventions;
- 2. Being reported (with positive effects) in a peer-reviewed journal; OR
- 3. Documentation of effectiveness based on the following three guidelines:
 - The intervention is based on solid theory or theoretical perspective that has been validated by research;
 - The intervention is supported by a documented body of knowledge a converging of empirical evidence of effectiveness – generated from similar or related interventions tat indicate effectiveness; AND
 - The intervention is judged by a consensus among informed experts to be effective based on a combination of theory, research and practice experience. "Informed experts" may include key community prevention leaders, and elders or respected leaders within indigenous cultures.

Finding Strategies

The following is list of websites that may be used to find evidence-based strategies. This is not an all-inclusive list and may also include strategies that would not be relevant for your community:

- National Registry of Evidence-based Programs and Practices: http://www.nrepp.samhsa.gov/
- Office of Juvenile Justice and Delinquency Prevention: http://www.dsgonline.com/mpg2.5/mpg index.htm
- CSAP's Centers for the Application of Prevention Technologies (CASAT): http://casat.unr.edu/bestpractices/search.php
- Alcohol Policy Information System: http://www.alcoholpolicy.niaaa.nih.gov/index.asp?SEC={B4296FE1-6F35-4175-B85D-17D5A53EE062}&Type=NONE
- Leadership to Keep Children Alcohol Free: http://www.alcoholfreechildren.org/en/prevention/pubs.cfm
- National Highway Traffic Safety Administration (NHTSA):

http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.3d62007aac5298598fcb 6010dba046a0/

Every participant has received a CD containing research articles and other publications that may be useful in developing your strategic plan.

Evidence-based Environmental Strategies

The following is a list of just a few of the evidence-based environmental strategies:

- Responsible beverage service
- Alcohol compliance checks
- Happy hour restrictions
- Reducing alcohol outlet density
- Limiting hours/days of retail sales
- Sobriety and traffic safety checkpoints
- Graduated drivers' license laws
- Social host laws
- Keg registration
- Restricting alcohol sales at public events
- Increasing taxes on sales of alcohol
- Dram shop liability

Choosing the Right Strategy for your Community

There are many factors to consider prior to choosing your strategies. Not all strategies will be effective in all communities.

All strategies must be based on data collected around each of the causal areas during your Needs Assessment. Please review your Needs Assessment Workbook.

One factor to consider is whether or not there is community support for the strategy. If the community does not support the strategy, it is unlikely that the strategy would bring about positive change if implemented.

It is also important to look at what laws are already in place and what laws may prevent certain strategies from being implemented. For example, sobriety checkpoints, shown to be evidence-based, are unlawful in Wyoming (Statute 7-17-101). For this reason, it would not make sense for a community to focus on this strategy.

Another factor to consider is which strategies show the greatest likelihood of showing positive results. There are many great strategies out there, but it is important to look at what the effect would be on the community as a whole.

Logic Model

Logic Model

The Centers for Disease Control and Prevention defines logic model as "a systematic and visual way to present the perceived relationships among the resources you have to operate the program, the activities you plan to do, and the changes or results you hope to achieve" (www.cdc.gov/tobacco/evaluation_manual/glossary.html).

The logic model found on page 11 should be completed by all communities as part of the Strategic Plan. It is important that you work with your coalition when developing this logic model. All communities will have an opportunity to practice developing a logic model.

Community Logic Model

What are the	What are the	What evidence-	What activities are going	What activities are going	What are you
consequence and	causal areas you	based strategies	to take place in Year 1	to take place in Year 2	going to do to
consumption	are going to focus	are you going to	(October 2007 –	(October 2008 –	evaluate your
areas you are	on (review your	use for each	September 2008)?	September 2009)?	strategies?
going to focus on	answer to	causal area?			
(from Needs	Question 40 from				
Assessment)?	the Needs				
Include your	Assessment)?				
goals and					
objectives.					

1. To reduce parental attitudes towards drug use. 2. To reduce social	Social Norms Social	CMCA Media Campaign CMCA Parent Education	Focus Groups Media First Ladies Init. Statewide/County	Responsible Alcohol Service Training Compliance Checks	The coalition agrees to work closely with WYSAC in developing evaluation methods for our county.
availability from Teens receiving alcohol from adults 18+	Availability	Campaign Peer to Peer Etc.	Specific Media Campaign First Ladies Init.	Social Hosting Law/Enforcement Harsher Penalties	

Organization of Strategic Plan

Form 1: Cover Sheet
(Please place this as the top page for your application)
County:
Name and title of primary contact:: Dominique Tigert Phone: 307-756-2745
Email (required): dominiquetigert@yahoo.com Fax:
Mailing Address: PO Box 1037 City: Sundance Zip: 82729
Shipping Address (if different): 226 South Highway 585
Гotal Funding Request for First Year Implementation:
Name, organization, address, phone, fax, email & tax identification number for the Lead Agency authorized to sign contracts. Carol Jones President of Crook County Cares PO Box 1008 Sundance, WY 82729 Phone: 307-283-1030 Fax: 307-283-1810
Certification: I certify to the best of my knowledge that the information contained in this community strategic plan is correct. I certify that the Community Advisory Council and/or Coalition was involved in the development of this community strategic plan. I have been authorized by the agency's governing body to assist with the development of this Strategic Plan.
Signature of Primary Contact Date
Signature of Fiscal Agent Date

Form 2: Geographic Setting/Community Characteristics Limit 2 pages

Describe the geographic setting of the community.

- What are the geographic boundaries? Crook County
- What are the socio-economic issues relevant to the community? Mixed variations of low income to extreme land wealth.
- What are the characteristics of the community? White, rural, conservative, republican.
- Describe the target population you will be focusing on. All residents in Crook County from birth-80+. Social Norms and Social availability with strategies obtained from CMCA.

Form 3: Coalition Involvement Limit 2 pages

Describe the coalition and its involvement in the implementation of the strategies.

- What are the coalition's vision and mission statements?

 Crook County Cares coalition members would like to see community members (Traditional and Non-traditional citizens, Grandparents, Parents, Teens and Children of all ages) understand the realities of the consequences of accepting the "social norm", and embrace the fact that there is a way to change and using the prevention framework model can get them there.
- What is the history and makeup of the coalition?

 Crook County Cares coalition members are educated, literate, understand the systems of change process, and are willing to do what it takes to get community level change.

Form 4: Consequence & Consumption Areas Limit 2 pages

Describe the alcohol-related consequence and consumption areas your community will be focusing on. Refer to Questions 5 and 9 from the Needs Assessment Workbook.

- Consequence areas could include alcohol-related crime, alcohol-related car crashes, and/or alcohol dependence and abuse. Social Norms and Retail availability.
- Consumption areas could include underage drinking or adult binge drinking.
 12th Grade PNA binge drinking.

Form 5: Intervening Variables/Causal Areas

Limit 2 pages

Describe the intervening variables/causal areas of substance use in the community.

- How did you respond to Question 40 in the Needs Assessment Workbook?
 Social Norms
- Why are you focusing on these areas? Justify your reason. Because we have the "perceived norm" and the "actual norm". Both are very different and what we have learned is most people operate on their perceptions. Crook County Cares would like to take the data and through a media campaign and focus groups build on the realities of the strengths in our community, thus increasing the amount of protective factors in our community.

Form 6: Community Resources

Limit 2 pages

Describe the current community resources available to address the targeted substance use issues in the community.

What were the results of the Community Resource Assessment (Table 51 from the Needs Assessment Workbook)

- 1. Crook County Cares has had a great start after 5 years of substance abuse prevention work we have sustained our small non-profit corporation, with two full time trained individuals whom are paid to focus specifically on substance abuse prevention, and on the prevention framework model.
- 2. CCC has multiple agency input and a strong foothold on the currents issues surrounding substance abuse and the means to community change.

No page limit

Describe the community-based strategies to be used to address the targeted substance use issues in the community.

- How are the selected strategies appropriate? Justify your selection. CCC is targeting social norms and social availability of alcohol it is appropriate because the data is showing youth are getting alcohol from adults 19 years of age and older, not parents or alcohol retailers.
- How will the selected strategies address the consequences, consumption, and intervening variables identified? If people in Crook County understand that the majority of teens are not getting their alcohol from their parents or alcohol retailers and the majority of citizens want to see young adults that provide alcohol be prosecuted, then the conclusion would be to say the majority of the public is ready to address tougher laws and consequences for social hosting and social availability, thus changing the "social norms" of what Crook County residents tolerate.
- How are the strategies evidence-based? Provide verification that they are indeed evidence-based. Social Norms and CMCA are on the CSAP web-page listed as a best practice.

Form 8: Community Readiness & Experience Limit 2 pages

Describe the community's readiness to address the identified issue(s) and strategies.

• How has the community's readiness been assessed? Community readiness has been only assessed with the capacity of what service agencies are willing to do or are ready to do. Crook County needs to go through another readiness process to be prepared for the Social Norm campaigns and the State Wide Media event and First Lady's Init.

Describe examples of prior community experience, successes, and barriers with this issue.

- What has been tried before? Parenting Wisely, Too Good For Drugs, Guiding Good Choices, Family Matters, CMCA
- What has worked? CMCA
- What have been the struggles? Our community is not ready for best practice programs. It could be because people are too proud? There is no confidentiality? Our programs were not court ordered? A majority agrees there is a problem, but does not think it is their problem to fix?
- What is different now? CCC is dedicating more time on true coalition building, providing education through the needs assessment in a positive way, reaching the current generation (k-12th) plus early childhood education (0-6) years of age at the same time. This way if done right we should see results in three years and a larger result in 12 years.

Form 9a: Activities & Outcomes

No page limit

Describe the coalition's planned activities for Year 1 implementation and Year 2 implementation to address the strategies.

• Include a timeline specific to the coalition's project (see Forms 9b and 9c).

Describe the associated short-term and long-term outcomes expected.

• Short-term: 1-2 years 12th grade binge drinking PNA scores at a 5% reduction.

• Long-term: a 5% decrease in:	W Y 51	tate Crook
Parents Favorable Attitude toward Drug Use 12th	60.8%	76.5
Parents Favorable Attitude toward Drug Use 10 th	46.7%	50.0
Parents Favorable Attitude toward Drug Use 8 th	32.4%	36.7
Parents Favorable Attitude toward Drug Use 6 th	16.7%	23.9

Project 1: Social Norms Campaign

The goal of the Social Norms campaign is to reduce alcohol abuse in Wyoming by December 2009—across three problem areas: 1) adult (over age 18) binge drinkers; (2) Reduce underage alcohol use; and (3) reduce driving under the influence (DUI) of alcohol. The primary approach that will be utilized will be a community-based social norms strategy. All activities will operate in accordance to the 7 Step Montana Model of Social Norms Interventions. Key components of this approach include:

Step 1—Planning and Environmental Advocacy

Step 2—Baseline Data

Step 3—Message Development

Step 4—Market Plan and Design

Step 5—Pilot Testing

Step 6—Implementation

Step 7—Evaluation

Implementation of the Social Norms campaign would begin in the current fiscal year and would be implemented throughout the entire SPF SIG project. A contract would be in place for the entire project by the September 30, 2007 deadline for the current year. The estimated time period for the entire project is August 2007 through December 2009. The following is the proposed time line for the Social Norms campaign:

•	Strategic Planning / Readiness Assessment	August 2007
•	Planned Synergy / 1st Lady's Initiative	August 2007
•	Baseline Data Assessment / Gather Data Gaps	August 2007
•	Acquire Additional Community Data	August 2007
•	Statewide Kickoff / Training / Strategic Framing	September 2007

• Science of the Positive Framing and Advocacy September 2007 • Social Norms Timeline Development September 2007 • Generation 1 Message Development September 2007 • Your Voice Matters Web Surveys (adult / youth) September 2007 • Guidelines, Norms, Perceptions- T.O.T. Sept-Dec 2007 • Youth Engagement Strategy - Summit Planning Sept-Dec 2007 • State & Community Specific Media Development Sept -Dec 2007 • On-Going Technical Assistance / Evaluation Dec 2007- Dec

Project 2: Wyoming First Lady's Initiative

Project 3: Statute Review

2009

Form 9b: Time Line (Year 1) Limit 2 pages

Applicant Agency:

List the key activities, which will be conducted during the year. Be sure to include the anticipated start-up dates for each of the strategies to be funded under this grant. Activities listed are samples. Dates may be changed by the Division.

Activities	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	07	07	07	08	08	08	08	08	08	08	08	08
Contractual report and												
expenditure report:												
January 2008, April				X			X			X		
2008, July 2008,												
October 2008												
Statewide Prevention												
Framework Meeting												
Community Advisory	X	X	X	X	X	X	X	X	X	X	X	X
Council Meetings												
Focus Groups	Х	Х	Х									
(Perceived Norms)												
Media Plan				х	х	х						
(True Norm Campaign)												
Education Campaign							Х	Х	Х			
(Getting Stronger)												
Youth Development		Х		Х		Х		Х		Х	Х	Х
(First Lady)												
Coalition Building	Х	Х	Х	Х	Х	Х	Х	Х	х	Х	Х	Х

Form 9c: Time Line (Year 2) Limit 2 pages

Applicant Agency:

List the key activities, which will be conducted during the year. Be sure to include the anticipated start-up dates for each of the strategies to be funded under this grant. Activities listed are examples. Dates may be changed by the Division.

Activities	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sep 09
Contractual report and expenditure report: January 2009, April 2009, July 2009,	X			X			X			X		
October 2009												
Statewide Prevention Framework Meeting												
Community Advisory Council Meetings												
Review of New Data	х	х	х									

Form 10: Budget Limit 2 pages

Page 24 contains a sample budget form that will be used for all communities. Also include a detailed budget narrative explaining your proposed expenditures. Please keep all categories the same. Any category not listed may be added.

This project and its' funds are dedicated only to the strategic prevention framework goals. The project director, benefits, travel, training, and office space and supplies are the only items budgeted for this particular project. There will be some youth development and possible media being paid out of this depending on prior approval from the WDMHSAD.

State Contract Quarterly Invoice for Wyoming SPF SIG

SUBMIT TO: Substance Abuse Division Wyoming SPF SIG	EXPENDITURES FOR QUARTER AND YEAR						
6101 Yellowstone Road – Suite . Cheyenne WY 82002-0480	220	(Due On 15 th of the month for preceding quarter.)					
Cost Description	Budgeted Amount	Current Month Exp	Year to Date Expenditures	Exp			
PERSONAL SERVICES							
Salaries & Wages	\$37,000						
Employer Paid Benefits SUPPORTING SERVICES	\$5,000						
Internet Service	\$1,200						
Telephone/Cell Phone	\$1,200						
Other Expenses	\$5,600						
TRAVEL/TRAÎNING/MEETINGS							
Travel In-State	\$3,000						
Travel Out-of-State	\$2,000						
Training Fees	0.500						
Miscellaneous Meeting Expenses	\$500						
SUPPLIES							
Ottice (Consumable)	\$1,500						
Postage	\$203						
EQUIPMENT							
Maintenance							
Rental							
GRANTS-IN-AID							
PONATIONS- CITY, COUNTY,							
OTHER INCOME							
CONTRACTUAL SERVICES: Attach documentation to include: Subcontractor Name, Title, Contact Person for services							
WYSAC	\$3,620						
WYPTAC	\$5,792						
TOTAL	\$72,407.00						
LOCAL AGENCY NAME and ADDRESS: NAME and TITLE OF REPORTING OFFI TELEPHONE NUMBER OF LOCAL AGE	CIAL:						
Phone: 307-283-1682 Fax I certify that the expenditures reported ab Department of Health.	x: 307-283-1682	E-Mail: dominique		yoming			
SIGNATURE OF AUTHORIZED OFFICI	AL		DATE				

Form 11: Community Infrastructure Limit 2 pages

Describe how the project will enhance the community's prevention infrastructure. Describe how it creates or improves upon:

- Coordinated efforts- all Crook Agencies working together towards a larger prevention framework.
- Organizational structures- The way we utilize funds and work together is significantly going to change due to the prevention framework grant.
- Planning- Crook County agencies have a direction and now know how to plan.
- Data systems- Looking forward to seeing
- Workforce development- Crook County Cares will be providing substance abuse prevention training along with workforce development as a part of our systems change.
- Evidence-based practices- All agencies will only be using evidence-based practices thanks to the work of the 21st Century SIG grant.
- Cultural competence- Cultural alterations will be discussed upon the implementation of the programs, along with fidelity concerns.
- Evaluation and monitoring- WYSAC
- Sustainability- The birth of strong leadership and from new coalition members will drive efforts beyond the next five years.

Form 12: Cultural Competency Limit 2 pages

Describe how the project will ensure that planned activities and processes are culturally competent?

- What steps and procedures will be implemented? Careful planning that takes Crook Counties needs into effect, along with focus group data to make sure we are not leaving any sector of the community out.
- How will cultural competency be assessed? If the product does not meet the needs of the community it will need to be discussed further before implemented.

Form 13: Sustainability Limit 2 pages

Describe how the coalition will ensure that efforts are sustained after the project ends. I am really hoping to stay with Crook County Cares as long as I can, if I leave I will do everything I can to leave this position in good hands with another Project Coordinator that has the passion and expertise in substance abuse prevention to continue CCC efforts. We are struggling to find people who want to dedicate themselves to being board members, the few we have are retiring soon, so I really hope we can make it another 10 years?

Form 14: Evaluation

Limit 1 page

Describe how the coalition will evaluate the activities and outcomes of the project. Evaluations will be conducted in collaboration with Prevention Framework evaluators at the Wyoming Survey & Analysis Center (WYSAC). All you need to include is the fact that you agree to work with WYSAC on the evaluation of all strategies.

Yes we will work with WYSAC and do everything they tell us to do!